WELCOME TO WEEK 2
DATA & INSIGHT

M&CSAATCHI
OPEN HOUSE

HELLO

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HOUSE RULES

You are not able to be seen or heard by the panelists or other participants

Please be respectful of the speakers and of each other when using the communication features

We will disable the chat function shortly after starting the meeting

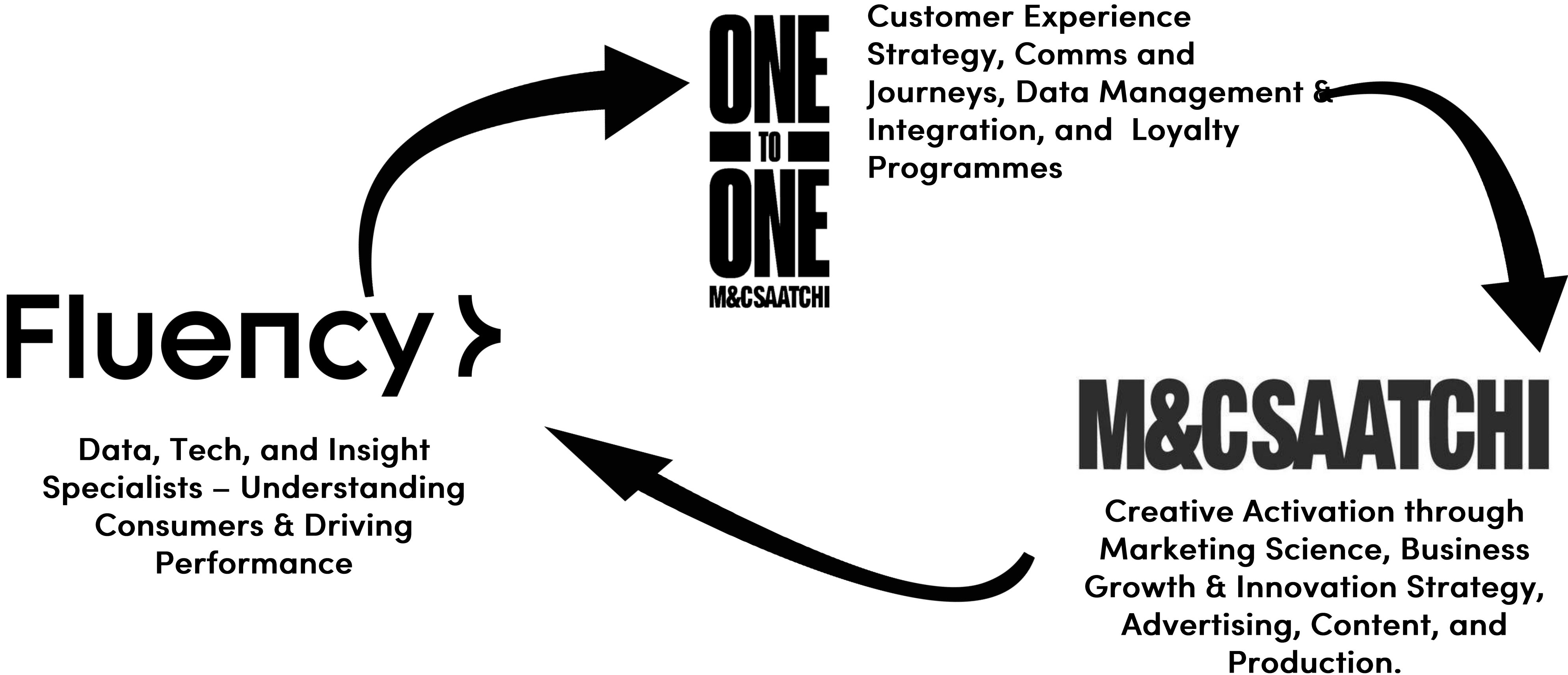Please use the Q&A function to ask any questions and we will do our best to answer as many as we can

Please use the Polling function when directed to by the Speakers

Please use the auto-transcript function in zoom if you need to

This session will be recorded and upload to the login site following the session, so don't worry if you miss anything!

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HOW DATA & INSIGHT COMES TOGETHER

ONE TO ONE M&CSAATCHI — Customer Experience Strategy, Comms and Journeys, Data Management & Integration, and Loyalty Programmes

Fluency › — Data, Tech, and Insight Specialists – Understanding Consumers & Driving Performance

M&CSAATCHI — Creative Activation through Marketing Science, Business Growth & Innovation Strategy, Advertising, Content, and Production.

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IMPACTFUL HUMAN CONNECTION

DATA STORYTELLING

How and why should you bring these two key skills together for your success.

ORATOR AND THE ANALYST

Doge and Elon. Beeple, 2021

DATA ANALYTICS

+

STORYTELLING

=

INFLUENCE

YOUR PHONE

Who you know
Where you are
Who you call
What you say
Your photos
What you listen to
What you're looking at

YOUR WATCH

Your heart rate
Your fitness
When you exercise
Ambient noise
Hand washing
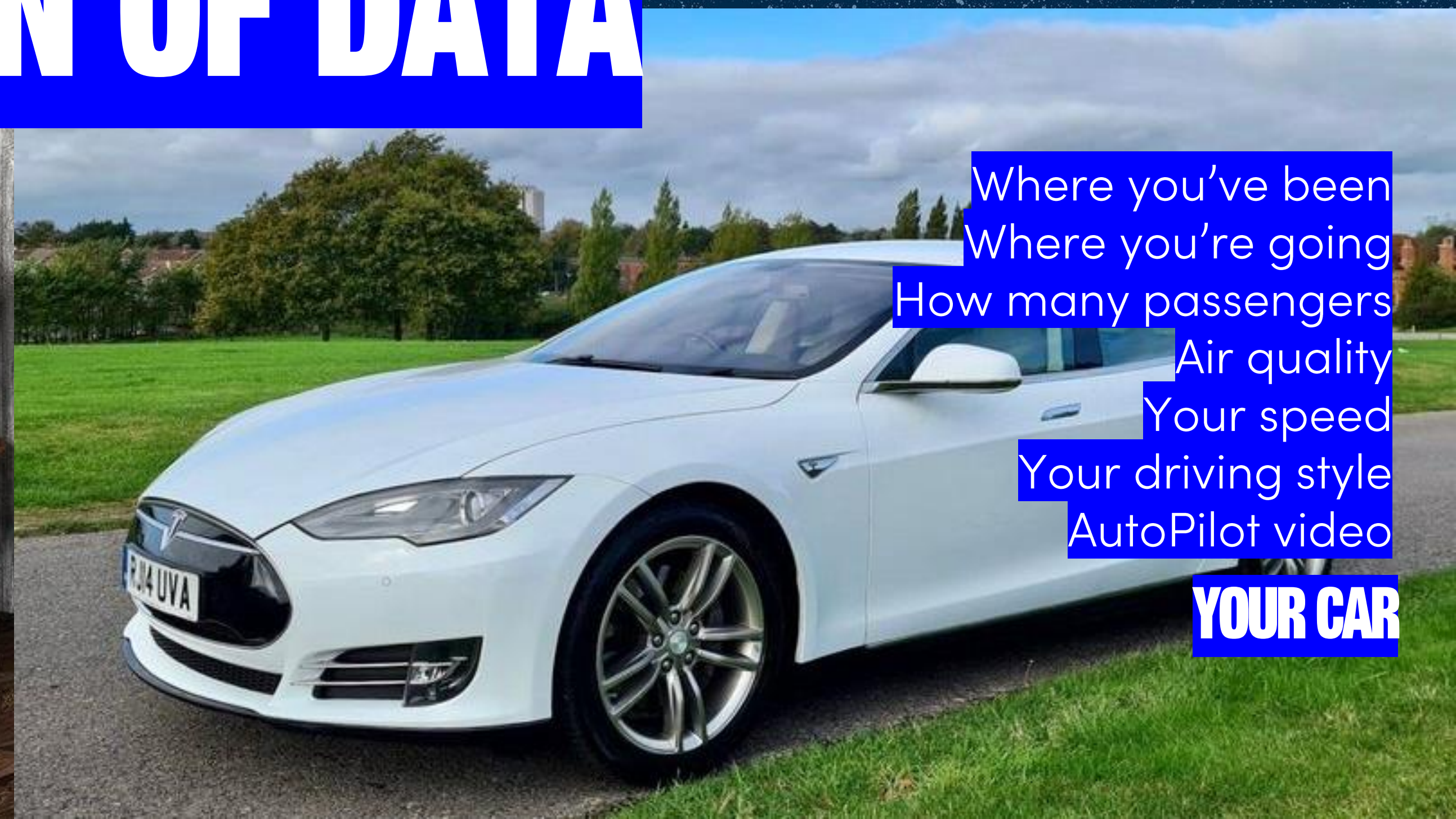Where you are in
your menstrual cycle

EXPLOSION OF DATA

YOUR BED

Your bed time
Alone or together
How quick you get to sleep
How long you sleep
Your body temperature
How often you turn
Quality of sleep

YOUR CAR

Where you've been
Where you're going
How many passengers
Air quality
Your speed
Your driving style
AutoPilot video

HOW MUCH?
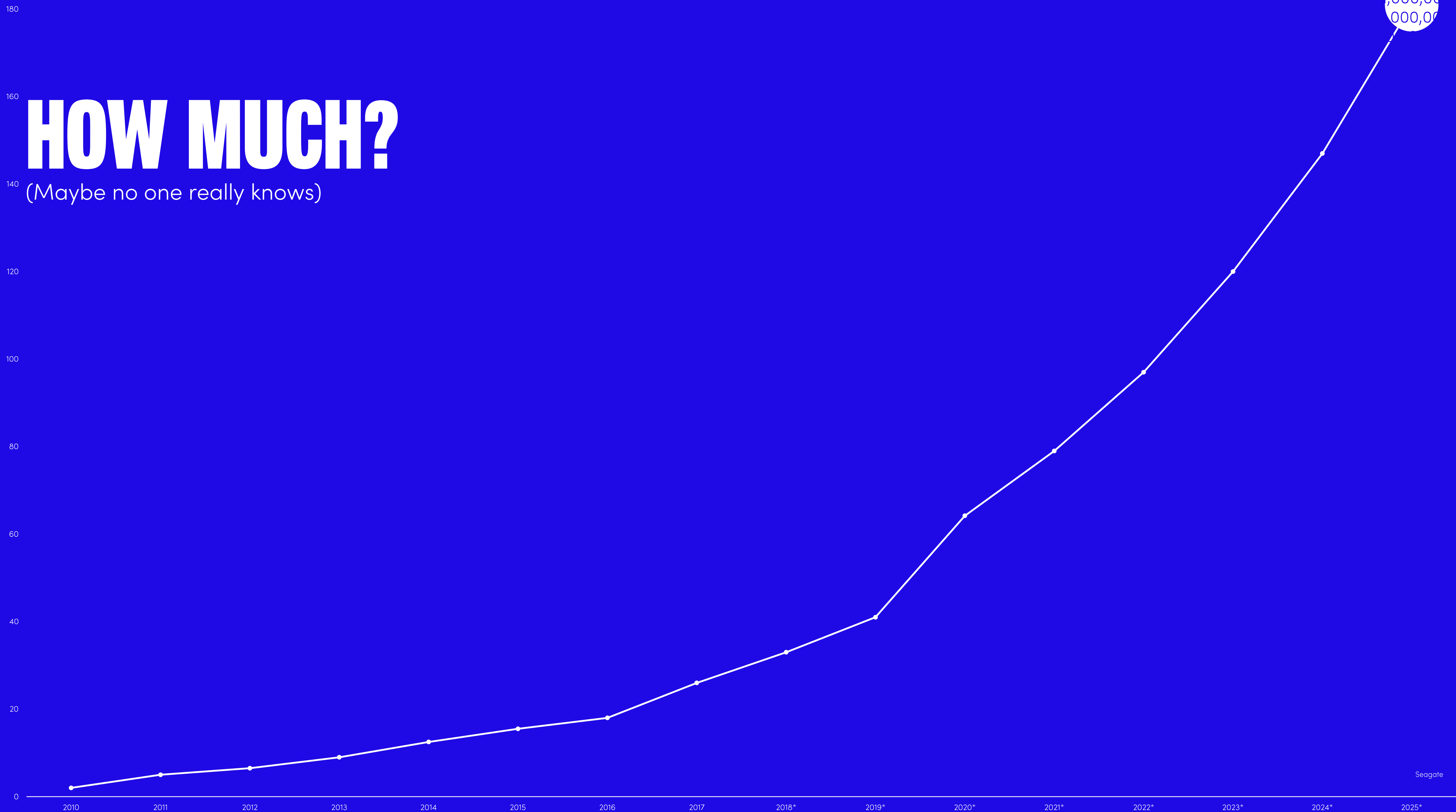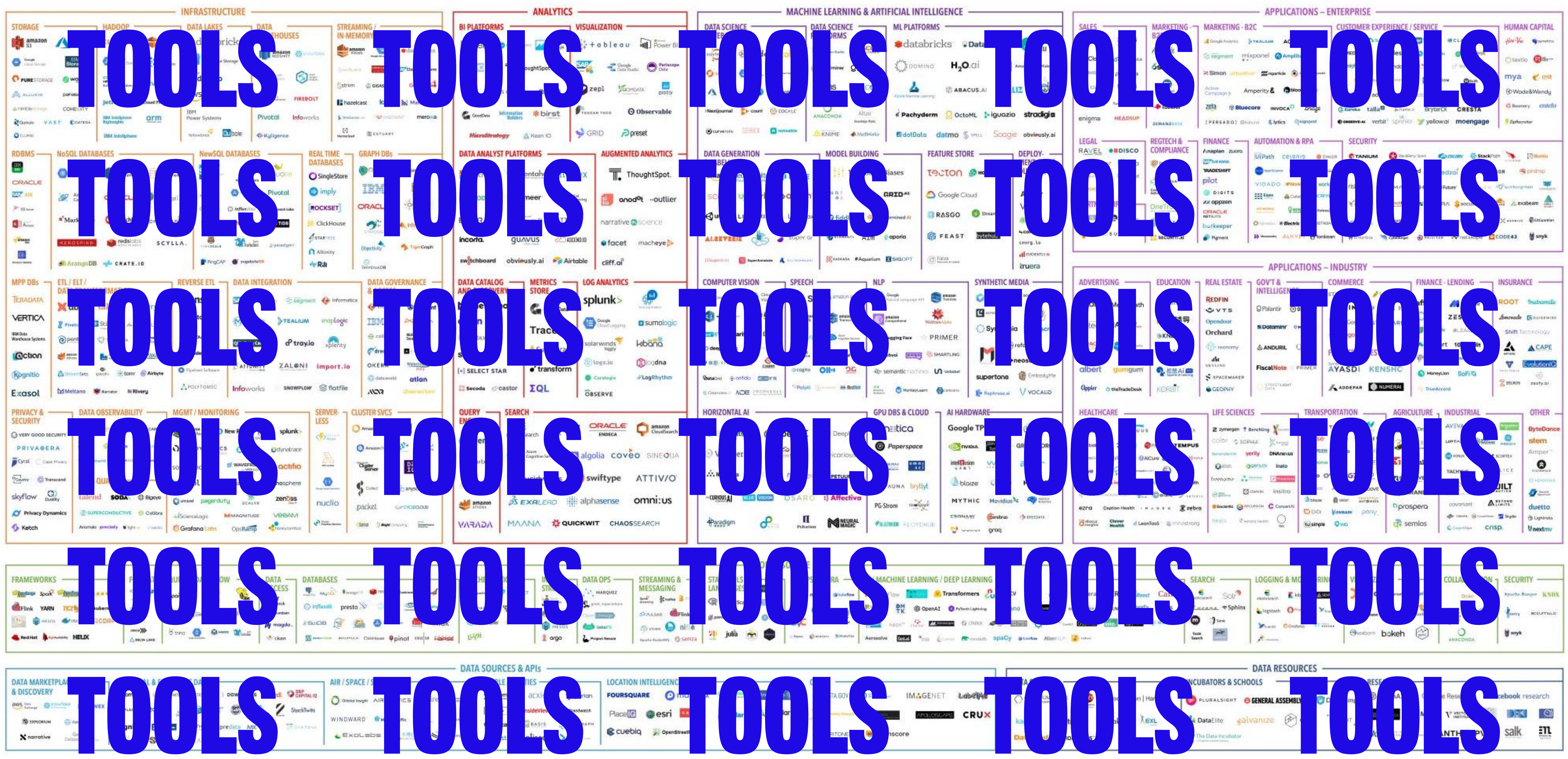
(Maybe no one really knows)

180

160

140

120

100

80

60

40

20

0

Data volume in zettabytes

,000,00
000,00

2010   2011   2012   2013   2014   2015   2016   2017   2018*   2019*   2020*   2021*   2022*   2023*   2024*   2025*

Seagate

Matt Truck, 2021

"THAT'S THE END OF MY PRESENTATION. ANY QUESTIONS?"
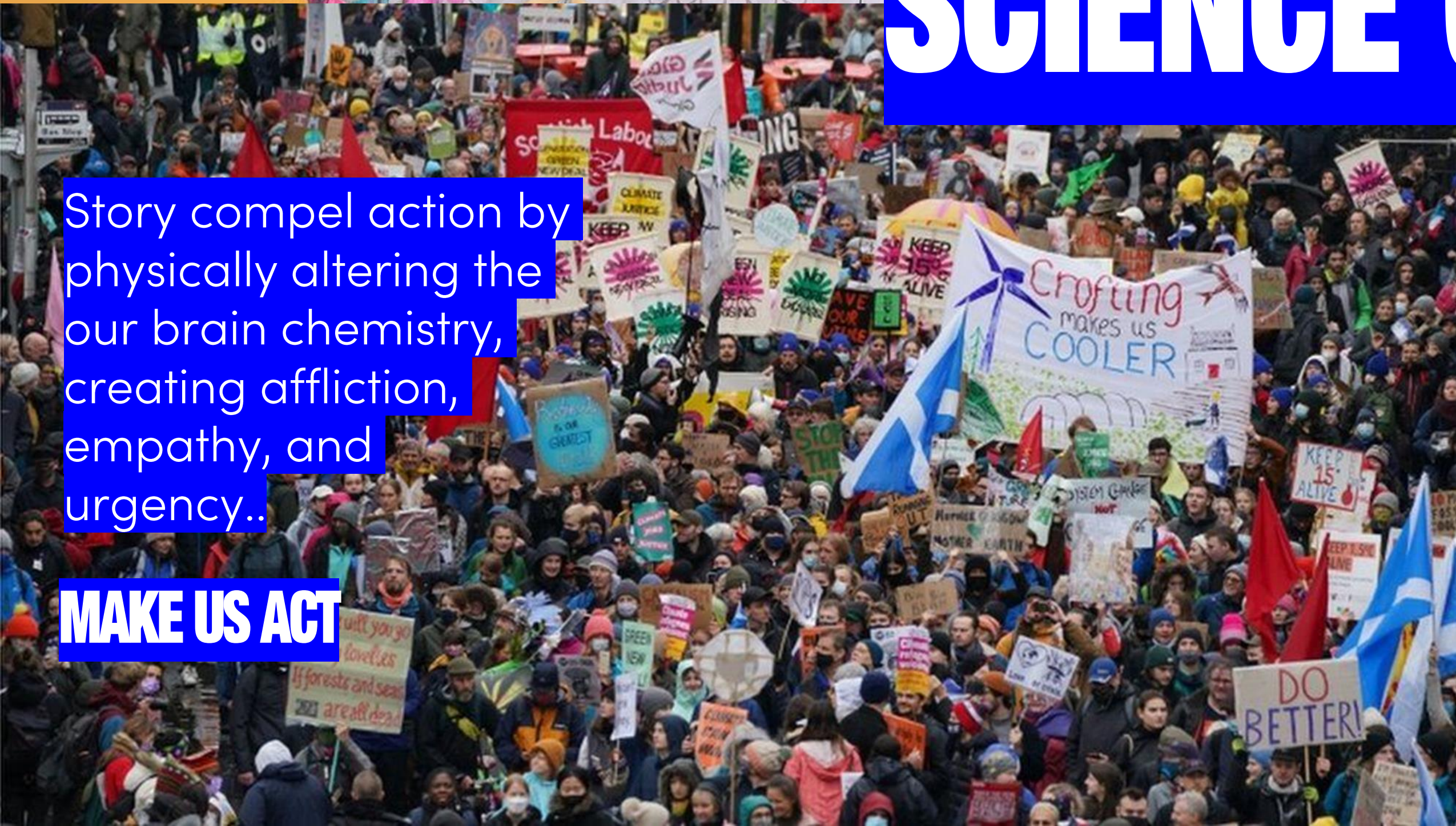
STORYTELLING

ENGAGE OUR SENSES

When we hear stories, our brains respond by making sense of the information more completely.

BRING US TOGETHER

Exchanging stories connects storyteller and listener, a hardwired human trait to build common ground.

SCIENCE OF STORY

Story compel action by physically altering the our brain chemistry, creating affliction, empathy, and urgency...
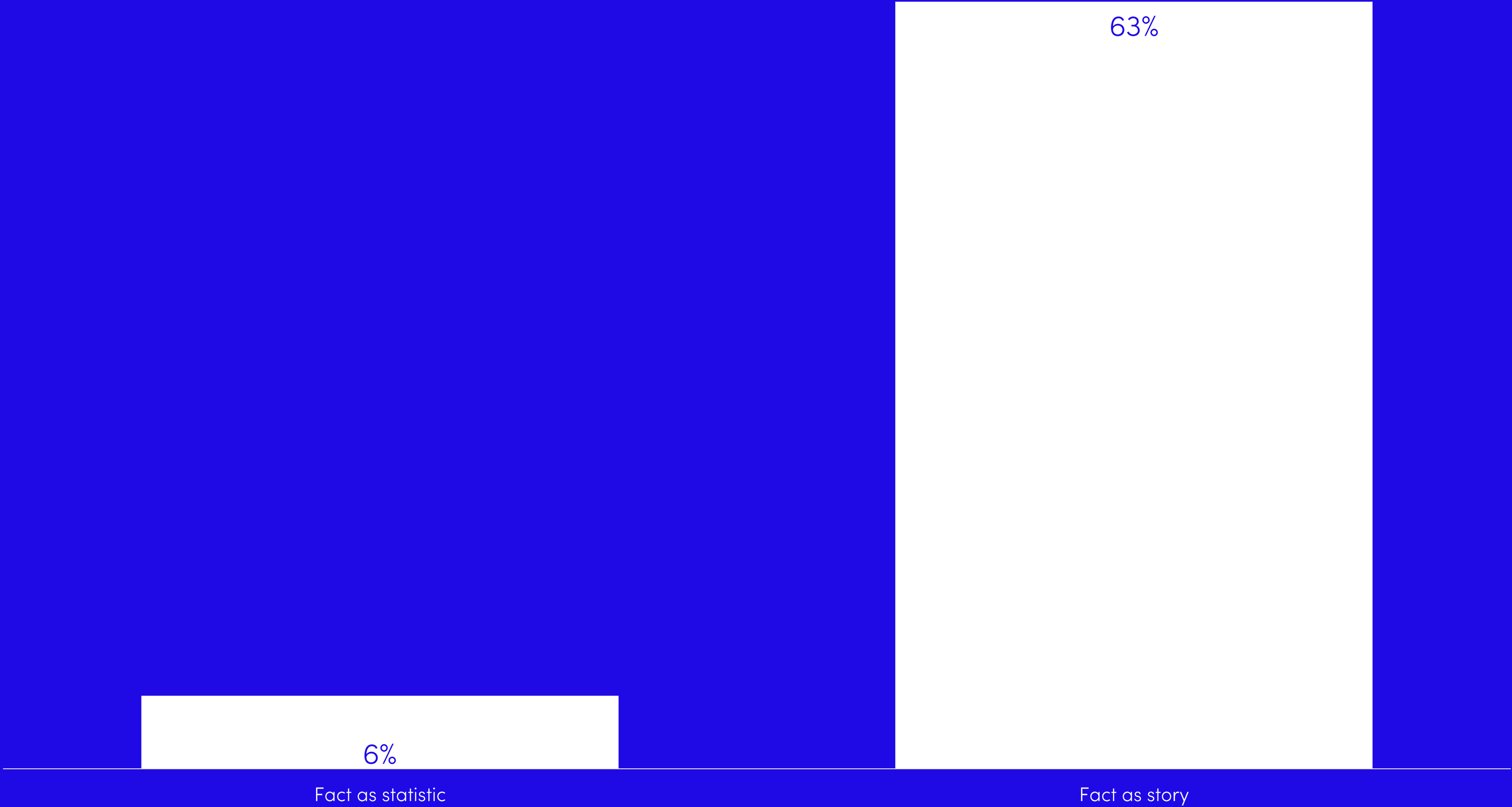
MAKE US ACT

Stories have a magical ability to transport us, shifting critical thinking as we become distracted by positive feelings.

MOVE US TO FEEL

STORIES ARE TEN TIMES MORE MEMORABLE

63%

6%

Fact as statistic

Fact as story

DATA ANALYTICS

+

STORYTELLING

?

SCIENTIST

LEFT BRAIN

RATIONAL

ANALYTICAL

MATHEMATICAL

LOGIC

CONTROL

ANALYSTS THAT DON'T COMMUNICATE

ARTIST

RIGHT BRAIN

EMOTIONAL

INTUITIVE

CREATIVE

IMAGINATION

FREEDOM

COMMUNICATORS THAT DON'T ANALYSE

@%!!%?
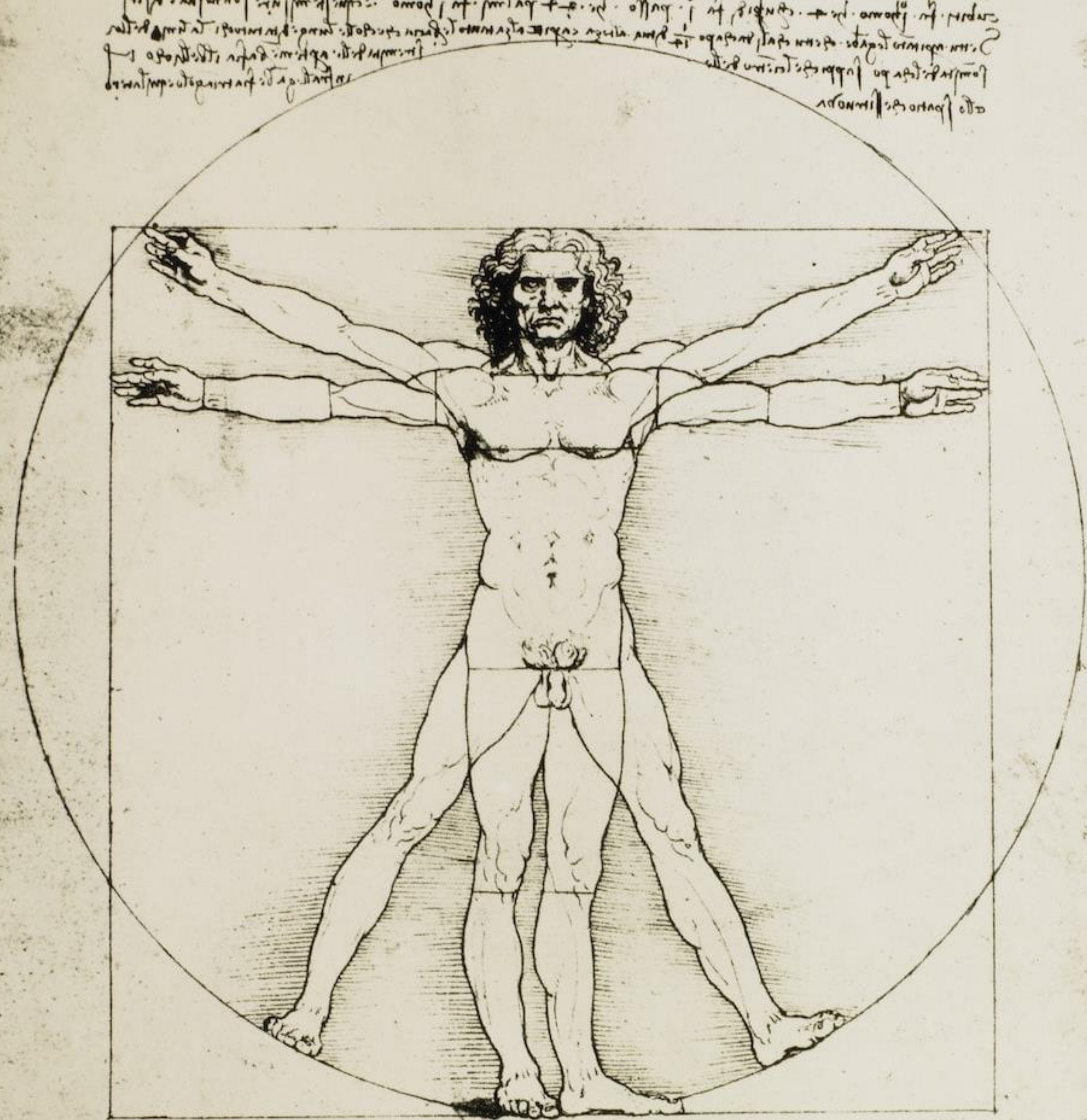
USING DATA TO MAKE YOUR BUSINESS BETTER IS NOT SOMEONE ELSE'S JOB, IT'S YOURS!

1.
TO INTERROGATE, UNDERSTAND AND EXTRACT MEANING FROM DATA.

2.
TO USE THESE FINDINGS AND INSIGHTS TO INSPIRE ACTION.

DATA ANALYTICS

+

STORYTELLING

=

INFLUENCE

HOW?

PICK
THE RIGHT
DATA
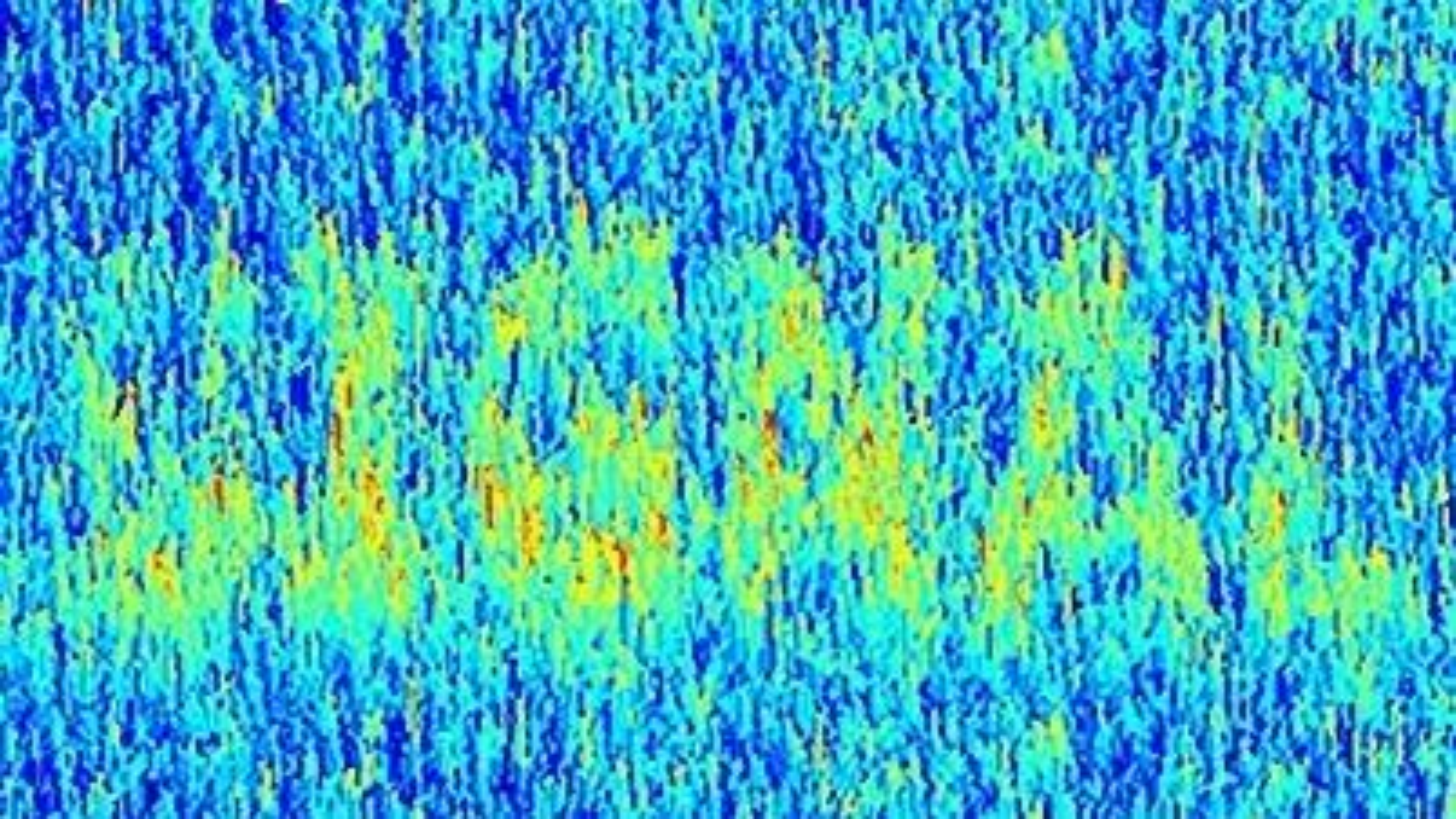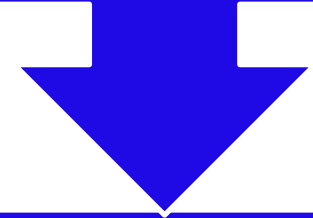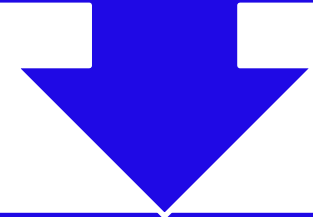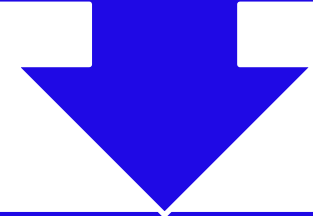
ZONE — Selecting the 'right' data for your problem

MINE — Collecting and preparing the 'right' data

EXTRACT — Putting together something relatively crude

REFINE — Sifting and sorting until you have something powerful

ZONE

MINE

EXTRACT

REFINE

Sustainability

Recycling

Eco-Friendly

Ethical

Corporate Social Responsibility

CSR

Climate change

Upcycle

Freecycle

Green communities

Global warming

Sustainable living

Environment

ZONE

MINE

EXTRACT

REFINE

Environment
14,800 - 18,100
+22%

Global Warming
44,350 - 44,410
+0%

Green Communities
96,670 - 103,970
+8%

Climate Change

Sustainable Living
590

Upcycle / Upcycling
9,000 - 7,800
-13%

Upcycle Furniture
8,460- 7,730
-9%

Recycling
27,100

Sustainability
18,100

Eco Friendly
2,400

Freecycling
465,930 - 364,640
- 22%

Ethical
5,400 - 6,600
+22%

Corporate Social Responsibilty
8,100 - 9,900
+22%

CSR
8,100 - 9,900
+22%

ZONE

MINE

EXTRACT

REFINE

FOR EVERY 'SUSTAINABILITY' SEARCH, THERE ARE 26 SEARCHES FOR 'RECYCLING'

4,500+ 'Lagomers' in an active Facebook Group

Shifted perceptions on the affordability of sustainable living from 25% to 63%

60% saved on gas bills & 90% on electricity

Reached 26m+ people & inspired a 'new' products.

2.

WRITE A STRATEGY STORY

THE
HERO'S JOURNEY
IN 6 POPULAR MOVIES

Harry Potter 2001 — Harry Potter lives in the cupboard under the stairs at 4 Privet Drive.

STAR WARS 1977 — Luke Skywalker lives on moisture farm on Tatooine.

MATRIX 1999 — Thomas Anderson lives a double life as a regular citizen and as Neo, *a hacker.*

SPIDER-MAN 2002 — Peter Parker is a nerdy student who is bullied by his classmates.

THE LION KING 1994 — Simba is heir to the throne in the Pride Lands.

THE LORD OF THE RINGS 2001 2003 — Frodo lives comfortably in the Shire and visits Bilbo.

ORDINARY WORLD 🏠

THE CALL TO ADVENTURE

Solution
The idea
that unlocks this

Hope
The insight that
gives us a way
through

Ambition
The tomorrow
we could have

Reflection
Where we are today

The challenge
we must overcome
- the need for
action/change

Jeopardy

Solution

*The idea
that unlocks this*

Ambition

*The tomorrow
we could have*

Hope

*The insight that
gives us a way
through*

Simpler –
replacing points
with 'Beans', +
easy redemption +
more generous.
Free drink after 8
coffees, or 4 with
a reusable cup.

Large market
share growth,
transformed
prospects, leading
loyalty app

See generosity as
an investment,
rather than a cost.
Give first, more
likely to receive in
return.

Reflection

Where we are today

Crowded market +
loved brand losing
relevance + loyalty
scheme one of the
least engaging

A mere 27 cups of
coffee (£78.20) to
get one free
coffee– an
ungenerous and
complex loyalty
scheme

*The challenge
we must overcome
- the need for
action/change*

Jeopardy

£1.2M INCREMENTAL SALES/MONTH

58% JUMP IN SUSTAINABLE CUP USE

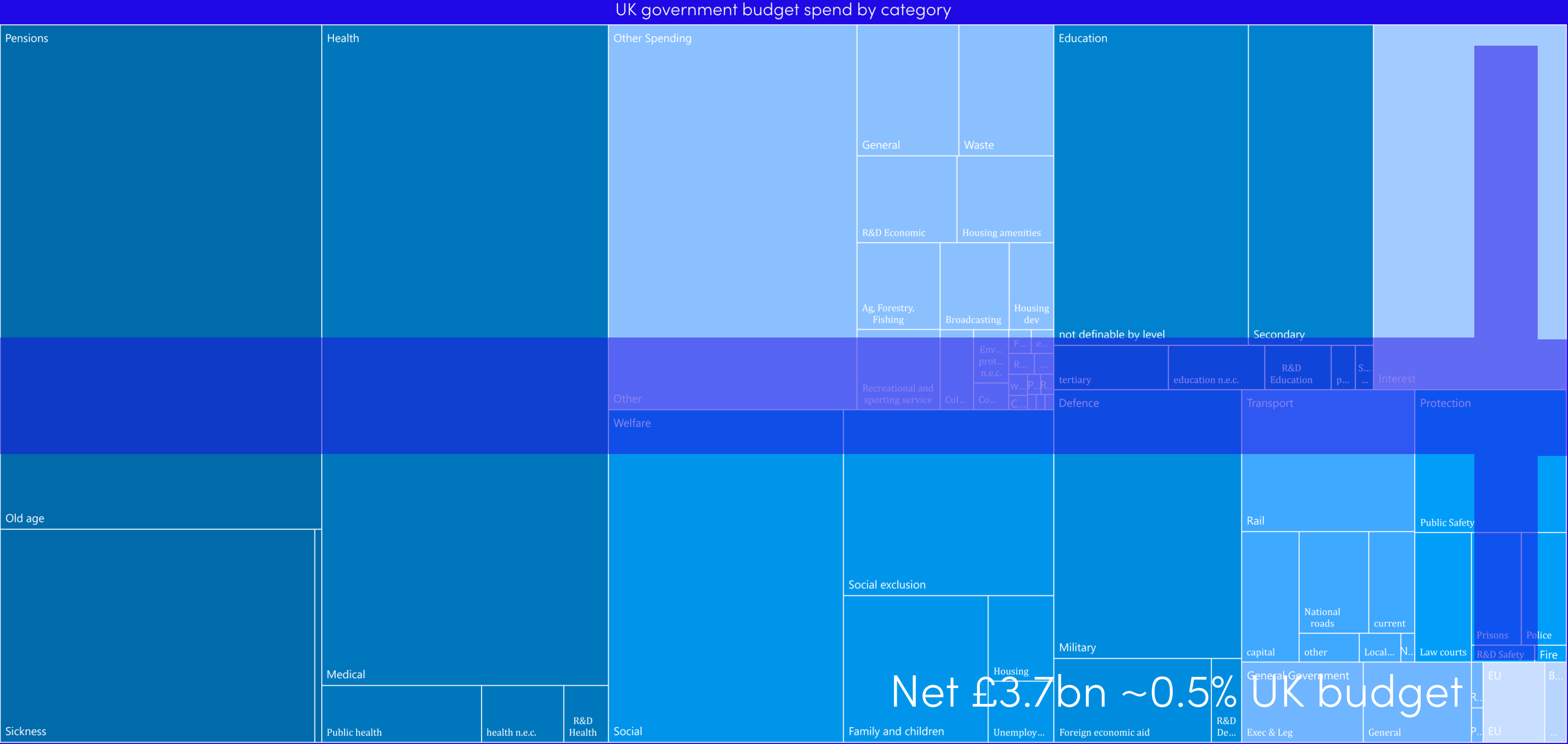HALF OF ALL SALES

3.

USE MEMORABLE NUMBERS

It's simple
It's big
It doesn't show working out
It's a compound variable
It's understandable
It's easily repeatable

It avoids an inconvenient context

UK government budget spend by category

Pensions	Health	Other Spending			Education		
Old age		General	Waste				
		R&D Economic	Housing amenities		not definable by level	Secondary	
	Medical	Ag. Forestry, Fishing	Broadcasting	Housing dev			
		Other	Env prot n.e.c.		tertiary	education n.e.c.	R&D Education	Interest
		Welfare	Recreational and sporting service	Cul...	Co...	Defence	Transport	Protection
Sickness	Public health	health n.e.c.	R&D Health	Social	Social exclusion	Rail	Public Safety
						National roads	current	
				Housing	Military	capital	other	Local...	Law courts	Prisons	Police
			Family and children	Unemploy...	Foreign economic aid	R&D De...	General Government		R&D Safety	Fire
						Exec & Leg	General	EU	B...

Net £3.7bn ~0.5% UK budget

4.

BE AS SIMPLE AS POSSIBLE

$$M = (^4/_3)e/c^2$$

Oliver Heaviside

$$\triangle e = \triangle mc^2$$

Albert Einstein

$$e = mc^2$$

Popular culture

$$e = m$$

$c = 1$ lightyear / year

Energy and mass are equivalent

BE AS SIMPLE AS POSSIBLE

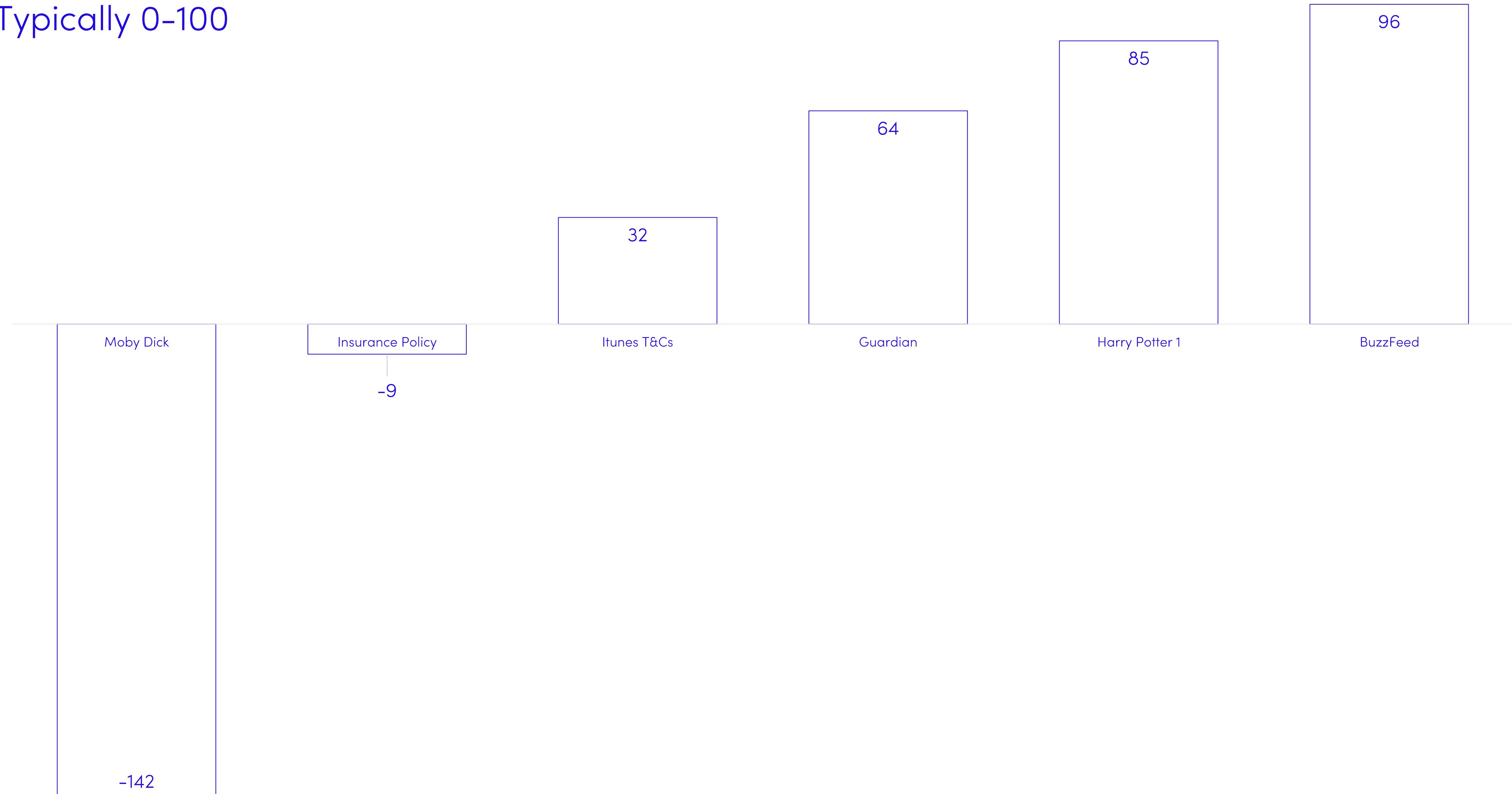(But no simpler)

Flesch-Kincaid
The shorter your sentences and fewer long words, the higher your score.
Typically 0-100

Moby Dick	Insurance Policy	Itunes T&Cs	Guardian	Harry Potter 1	BuzzFeed
-142	-9	32	64	85	96

Never use a long word if a short one will do.

If it's possible to cut a word out, always cut it out.

Never use an industry phrase, technical word,
or jargon if you can think of an everyday equivalent.

DATA ANALYTICS

+

STORYTELLING

=

INFLUENCE

PICK THE RIGHT DATA

WRITE A STRATEGY STORY

USE MEMORABLE NUMBERS

BE AS SIMPLE AS POSSIBLE
(But no simpler)

CASE STUDY
AI-LED CREATIVE ANALYSIS

AI-LED CREATIVE ANALYSIS

1 THE BRIEF

Client wants to understand what creative features are driving stronger performance in their campaign content.

3 THE APPROACH

Using the best-in-class AI, we can classify creative features within content at scale and speed. Analysis of these features with performance data allows us to provide insight on what drives positive outcomes.

2 THE CHALLENGE

Traditional analytical methods can be time consuming, costly and subjective.

4 THE OUTCOME

Using data and AI methods, identified the creative features which consistently make the largest positive and negative impacts on content performance.
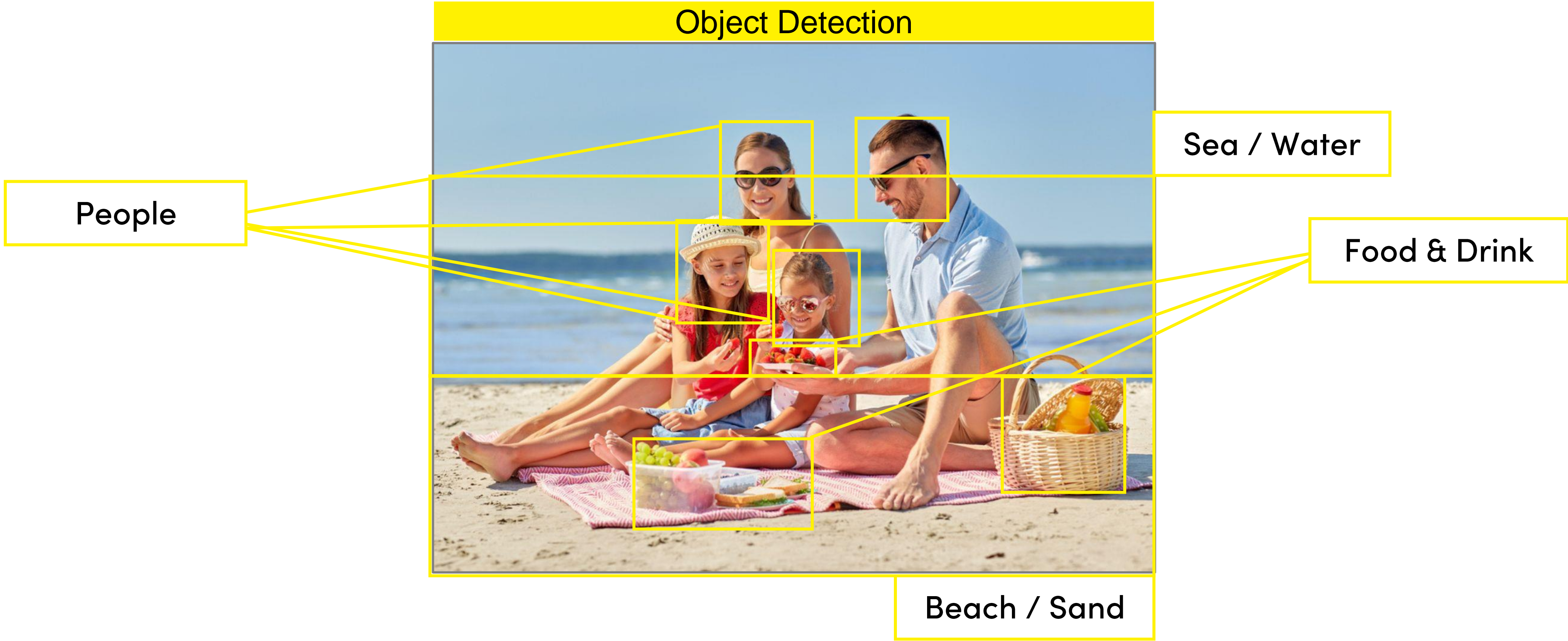
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BEST-IN-CLASS AI

Other Capabilities

Video, Image, Audio, and Text Analysis

Colours and Image Quality

Audio Transcription & Language

Emotion, Sentiment & Personality

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BEST-PERFORMING CREATIVE FEATURES

1

Content Database – creative features classified by AI and performance metrics

2

Statistical Analysis

3

Results – ranking creative features, best to worst performing

Ultimately helping the client optimise their creative content confidently with robust data-led evidence to drive stronger performance outcomes.

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THE CONSUMER JOURNEY

How to deploy data powered creative to the individual

IDENTIFYING KEY MOMENTS TO COMMUNICATE 1-2-1

Acquisition	Post-Purchase	Retention	Advocacy	Cross Sell	Re-Engage
Lead generation Lead conversion	Personalized welcome to the brand & preference capture	Retention comms powered by data to ensure 1-to-1 impactful human connections	Member get member strategies and comms informed by audience data	Data powered cross sell/ upsell opportunities. Driven through personalized comms	Re-engage old/inactive consumer records
Audience profiling Persona design Acquisition journeys Integration with performance media	Welcome journeys Personalized welcome comms Data capture mechanic Preference Center	Database segmentation Nurture strategy Retention strategy Loyalty programs Adaptive journeys	Propensity modeling Channel strategies Messaging strategies Value exchange	Propensity modeling Audience modeling Next best action (NBA)	Data re-qualification Propensity modeling Messaging strategies Channel strategies Journey mapping

FOCUSING ON RETENTION & LOYALTY

Acquisition	Post-Purchase	Retention	Advocacy	Cross Sell	Re-Engage
Lead generation Lead conversion	Personalized welcome to the brand & preference capture	Retention comms powered by data to ensure 1-to-1 impactful human connections	Member get member strategies and comms informed by audience data	Data powered cross sell/ upsell opportunities. Driven through personalized comms	Re-engage old/inactive consumer records

Audience profiling	Welcome journeys	Database segmentation	Propensity modeling	Propensity modeling	Data re-qualification
Persona design	Personalized welcome comms	Nurture strategy	Channel strategies	Audience modeling	Propensity modeling
Acquisition journeys	Data capture mechanic	Retention strategy	Messaging strategies	Next best action (NBA)	Messaging strategies
Integration with performance media	Preference Center	Loyalty programs Adaptive journeys	Value exchange		Channel strategies Journey mapping

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THE LOYALTY LOOP

Establishing a loyal customer from the moment of sale

EVALUATE

BOND

LOYALTY
LOOP

CONSIDER

BUY

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LOYALTY PROGRAMS ON A SCALE

Simple ——————————————————————————————————— **Complex**

Starbucks Rewards
Earn 'stars' for every $ spent, which can be redeemed against your next purchase and or merchandise

Petco Vital Care
A tiered program (free & paid) allowing members to earn points for redemption in store. And free next purchases on selected items e.g. 10th bag of food free

Marriot Bonvoy
Global loyalty program spanning across all Marriott properties, experiences and partner services. Members can unlock increasingly valuable benefits through greater engagement.

However

Two-thirds of established loyalty programs fail to deliver value, with many eroding value. McKinsey

90% of customers have a negative perception of loyalty programs mainly due to the lack of reward relevance, flexibility and value. Capgemini

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LOYALTY PROGRAMS: KEY PRINCIPLES

PROPOSITION

Consumers must know that any program & offerings were designed with their unique needs and active lifestyle in mind.
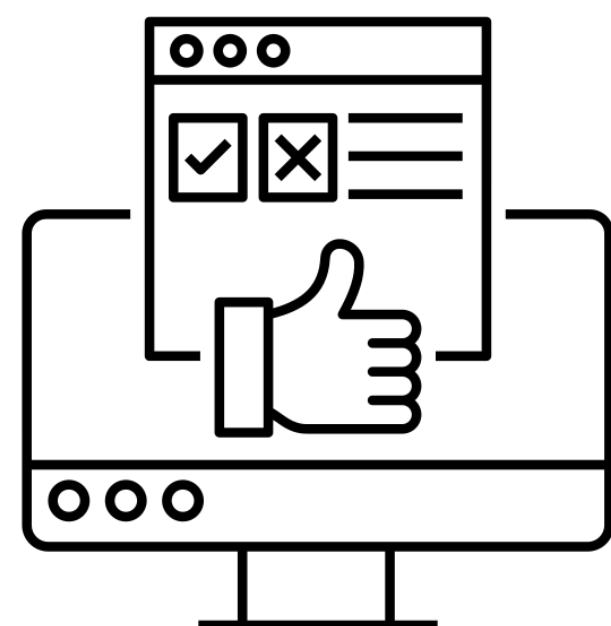
REWARDS

A clear and relevant value exchange sits at the heart of every loyalty program. It is vital a brand's rewards resonate with their core audience and deliver what they care about most in places they choose to be.
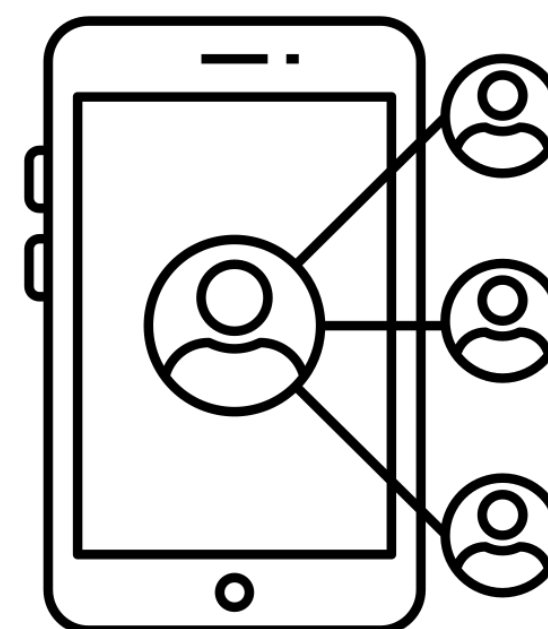
USER EXPERIENCE

Any loyalty program must sit frictionlessly within a brands digital eco-system to help consumers interact seamlessly.

NURTURE

Having a robust yet flexible communications strategy in place will feed the funnel, but a compelling loyalty proposition and value offerings will nurture and retain consumers.

PARTNERSHIPS

Strategic partners can help to increase relevance and value of the program. Consider partnerships for future loyalty program acquisition opportunities.

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TASK FOR THIS WEEK

1. PICK A BRAND

Spend 5 minutes to think about this.
Pick one. Don't overthink it.

Some questions to prompt your decision.

- The last brand of snack you bought?

- A brand you've always wanted to try but haven't yet?

- A brand you recommended to a friend or family member?

- A brand you've seen an advertisement for that caught your eye?

- A brand that you feel emotionally connected to?

2. FIND SOME NUMBERS

Spend about 20 minutes on this.
Aim for 10 numbers.

Your numbers don't need to come from rigorous data analysis. There will already be lots of published numbers.

You could try looking at:

- YouGov | What the world thinks
- News sites (BBC, Sky, Sun, DailyMail)
- The brand website
- Advanced Google search ((*'Brand you picked' AND (statistics OR "annual report" OR percentage OR "market share" OR data OR "financial report" OR survey)) filetype:pdf | filetype:doc | filetype:xls*

3. MAKE IT MEMORABLE

Spend about 15 minutes on this.
**Reframe one or two to make memorable.**

Some questions to guide you:

- Round to zero without losing meaning?
- Drop the decimal points?
- Is it big enough to deserve attention?
- Can it be scaled (up or down)?
- Does it 'feel' relatable? (but not suspicious)
- Are the units easy to grasp?
- Is it catchy? Can it use alliteration, rhyme, repetition, or contrast so it becomes a 'soundbite' that sticks in people's memory?

Q&A

WHAT'S NEXT
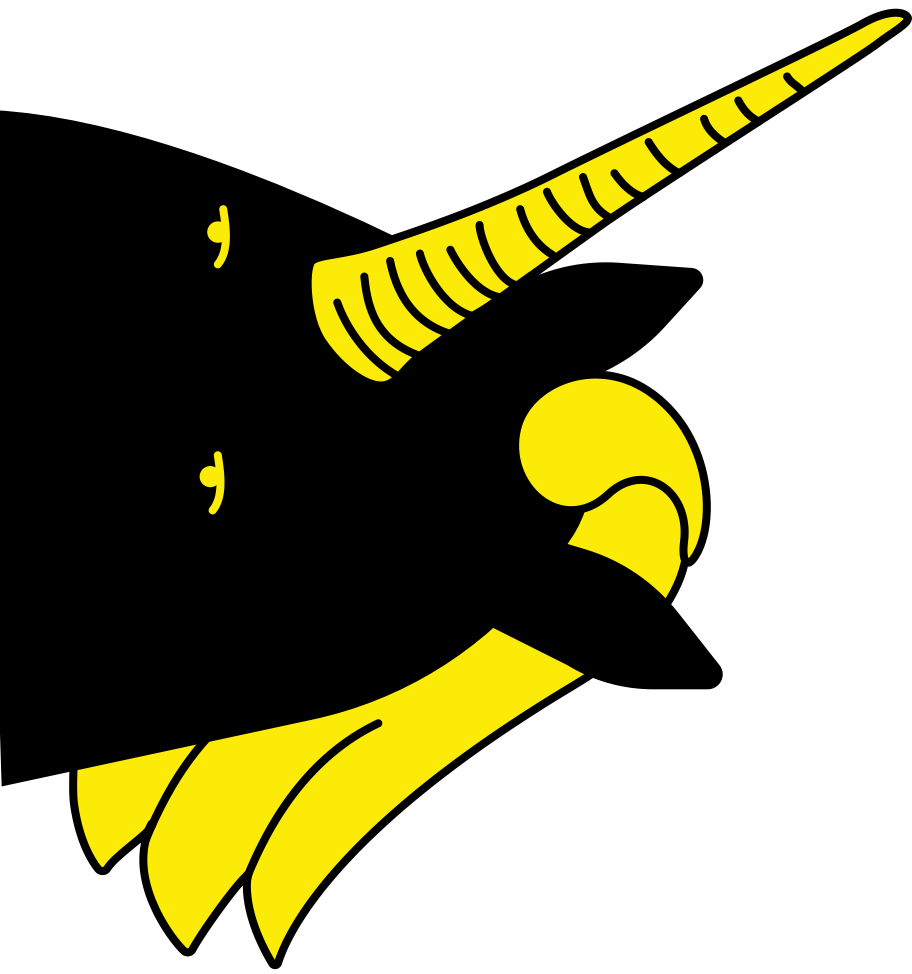
20 SEPT BRAND EXPERIENCE & INNOVATION

How strategists, designers, consultants and innovators work together with clients to create compelling brands, transformative customer experiences and innovative products and services which inspire and excite consumers.

Kay Hollingsworth, Senior Consultant, Allison Zelby, Director, Clear Strategy UK & US, Lucy Armstrong, Tom Hume and Jon Hewitt, Re Design

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